

PHILOSOPHY

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Conflict of everyday life and the world of advertising in spectacle society

The everyday life and the influence of the “society of the spectacle” on the perception of reality and consumer behavior are considered. The article analyzes how typological and indirect perception of reality can displace direct communication with the world, and how advertising uses the ideas of the “spectacle” to form a separate reality based on images and illusions of knowledge. It is noted that at the present stage subcultures have lost ideological components and striking features that distinguished them earlier. They become like fashion and a parody of themselves. It is argued that to sell goods or services, it is enough to use only superficial aspects of subcultures, such as appearance and stereotypical behavior, brought to the point of absurdity for better memorization.

Key words: everyday life, “The Society of the Spectacle”, advertising, simulacrum.

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